XD56/4

RETURN TO
DESIGN DIV.

Oct 16, 1960

PATENT OFFICE

OCT 16 1960

DIVISIONS 81 & 82

Gifts by AVON

Old Issue

extra fragran

minute Shopper" Gift Specials for You

*PLUS TA

Cologne Mist

Nicest, easiest way to have perfect

Spray Colognes are the lovely modern way to surround yourself with the exquisite aura of Avon fragrances. The touch of a finger releases full-bodied scent in a fine mist to waft fragrance all over skin and hair.

Lovely to give—
Each individual carton is
ready for you to tag and give.

TOPAZE
$4.00*

COTILLION • TO A WILD ROSE
NEARNESS • BRIGHT NIGHT
$2.95* EACH

Wonderfi

RETURN TO
DESIGN DIV

fragrance coverage

Cologne Mists are regular full-strength Colognes, but spray application makes them seem stronger, longer lasting.

Delightful to use—
Treat yourself to the pleasure of modern spray-fragrances.

PATENT OFFICE
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PERSIAN WOOD • HERE'S MY HEART
$3.25* EACH

extra fragrance enjoyment

*PLUS TAX

Topaze ... rare

Cologne

A delightfully dainty gift of golden Topaze Splash Cologne in a distinctive carton.
2 ounces $2.00*

Golden Topaze

Gift creation expressing the elegance and luxury of Topaze against a sumptuous satin setting. Transparent amber-toned cover shows sparkle and splendor of three Topaze masterpieces: New Beauty Dust, Cologne Mist and Cream Sachet.
$9.95*

Gift Perfume

Hand-cut, gem-like bottle holds a full ounce of glorious Topaze . . . a fabulous blending of wild flowers, exquisite tones of rose and carnation, the wonderful warmth of amber and musk.
ONE OUNCE $20.00*

*PLUS TAX

and sparkling fragrance jewel

PATENT OFFICE
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Topaze Treasure

Romantic keepsake box has a delicate air of luxury. Pictorial lid, a fine piece of art, slides in and out. Contents: Topaze Beauty Dust and matching 2-ounce Splash Cologne.
$5.95*

Gifts of elegance and beauty

Almost as treasured as perfume . . . TOILET WATER makes a popular gift sure to bring long-lasting delight. Choice of 6 fragrances, each in a distinctive 2-ounce bottle of individual design and with a beautifully harmonizing protective carton.

TO A WILD ROSE
Special
$1.39*
Regularly $1.50

NEARNESS
Special
$1.59*
Regularly $2.00

BRIGHT NIGHT
Special
$1.59*
Regularly $2.00

COTILLION
Special
$1.39*
Regularly $1.50

HERE'S MY HEART
Special
$1.79*
Regularly $2.50

PERSIAN WOOD
Special
$1.79*
Regularly $2.50

Guaranteed by Good Housekeeping

*PLUS TAX

PATENT OFFICE
OCT 16 1960
VISIONS 81 & 82

PERSIAN TREASURE

A treasure chest of favorite Persian Wood
richly boxed in Oriental splendor. Cologne Mist,
Cream Sachet, refillable Spray Perfume, Toilet Water. $10.75*

Gift

Luxurious

JUST ADD A BOW
These two Avon Colognes have their own distinctive cartons, ready to tag as attractive gifts

BRIGHT NIGHT
$2.50*

NEARNESS
$2.50*

TO A WILD ROSE
$2.50*

COTILLION
$2.50*

So gloriously scented with fragrant oils, Avon Colognes are meant to be used lavishly and often. They are always needed . . . always welcome . . . and they make such delightful gifts. Sure to please every woman. Four full ounces of long-lasting fragrance in each original-design bottle.

*PLUS TAX

P 8

Colognes

Avon Fragrances

Beautiful Presentation Packages

HERE'S MY HEART
$3.00*

TOPAZE
$3.75*

PERSIAN WOOD
$3.00*

Exquisitely decorated Gift Boxes add a lovely new dimension to these popular favorites. And nestled inside in rich splendor is a gift of lasting pleasure . . . Avon Splash-on Cologne.

*PLUS TAX

a Lady's

Here is a perfect pair of fragrance partners in an elegantly beautiful setting. A gift that is sure to bring ever-repeated pleasure. A wonderful choice for any woman.

COTILLION $5.45*

TO A WILD ROSE $5.45*

The fragrance gift-combination

Choice

First-seen delight is Beauty Dust, 6 ounces of fine dusting powder in a glamorous, refillable container. The velvet-ribboned box contains matching 4-ounce Splash Cologne.

PERSIAN WOOD $6.25*

HERE'S MY HEART $6.25*

*PLUS TAX

that women like best of all.

p. 11

AVON'S *Beauty Dust Gift*

- *dusting powder of peerless quality*
- *richly perfumed to perfection*
- *in beautiful refillable containers*

To absorb moisture and make after-bath dressing easier, Beauty Dust is an essential part of a woman's grooming care. Satiny-smooth and richly scented, it also gives a perfect base for her favorite matching Avon fragrance.

Refillable dressing table containers give longer-lasting pleasure, too. Each contains 6 ounces of finest quality talcum 'plus' a pastel-tinted luxurious lamb's wool puff.

TO A WILD ROSE
$2.95*

NEARNESS
$2.95*

Each of Avon's seven fragrances

PERSIAN WOOD
$3.25*

TOPAZE
$4.00*

So lovely
to receive
and to use.

COTILLION
$2.95*

BRIGHT NIGHT
$2.95*

is a truly lovely gift.

HERE'S MY HEART
$3.25*

Beauty Dust Refills contain 6 ounces of Beauty Dust plus new lamb's wool puff and all are interchangeable.

TOPAZE
REFILL $2.25*

HERE'S MY HEART • PERSIAN WOOD
REFILLS $1.95* EACH

NEARNESS • COTILLION
TO A WILD ROSE • BRIGHT NIGHT
REFILLS $1.79* EACH

*PLUS TAX

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Two Loves
Two lovely ways for you to enjoy four favorite Avon fragrances. These enchanting gift pairs contain popular Cologne Mist and exquisite Cream Sachet in beautifully decorated ready-to-give packages expressing the richness of fragrance pleasure tucked inside. Truly an exceptional gift combination.
NEARNESS • COTILLION
TO A WILD ROSE
$4.45* EACH
HERE'S MY HEART
$4.95*
*PLUS TAX
AVON
NEARNESS
COLOGNE MIST
AVON
Cotillion
COLOGNE MIST
AVON
To a Wild Rose
COLOGNE MIST
AVON
Here's my Heart
COLOGNE MIST

FRAGRANT *Cream Sachet*

So dainty...so creamy...
so lovely to give

BRIGHT NIGHT
Regularly $1.50

NEARNESS
Regularly $1.50

COTILLION
Regularly $1.50

TO A WILD ROSE
Regularly $1.50

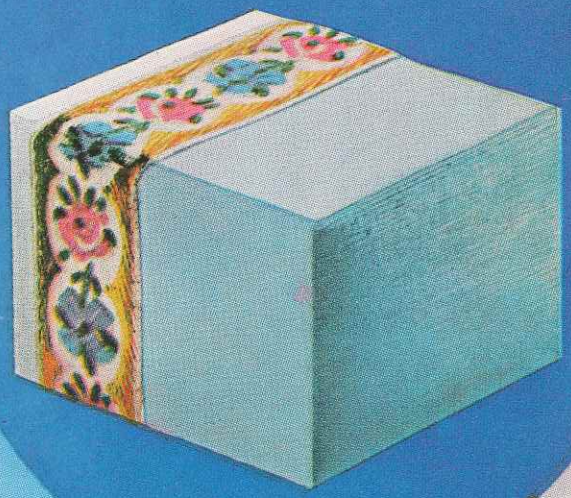
Fine perfume luxuriously blended into a delightful vanishing cream. An original Avon way to scent wrists, arms, neck and shoulders.

PERSIAN WOOD
Regularly $1.75

HERE'S MY HEART
Regularly $1.75

NEW

Lovely pastel gift carton



Topaze

SIX FRAGRANCES
CREAM SACHET
Special $1.19 EACH PLUS TAX

TOPAZE
CREAM SACHET
Special $1.29 PLUS TAX
Regularly $2.00

p 15

Spray Essence

Delightful for gift-giving. Precious fragrance oils give diffusion and lasting qualities similar to finest perfumes. Over 700 measured sprays in each tapered one-ounce bottle. Cylinder gift carton.

COTILLION • TO A WILD ROSE
BRIGHT NIGHT • NEARNESS

One Ounce $3.00* each

HERE'S MY HEART
PERSIAN WOOD

One Ounce $3.25* each

Paris Mood

A truly luxurious gift with all the charm of its colorful Paris setting. A matched set with three deluxe fragrance products: refillable Beauty Dust, Cream Sachet and Spray Essence in a special covered box. A gift every woman would love to receive.

COTILLION • TO A WILD ROSE
BRIGHT NIGHT • NEARNESS

$7.45* each

HERE'S MY HEART
PERSIAN WOOD

$8.25* each

*PLUS TAX

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Note:

Paris Mood contains Persian Wood Beauty Dust in the familiar red-glass refillable jar

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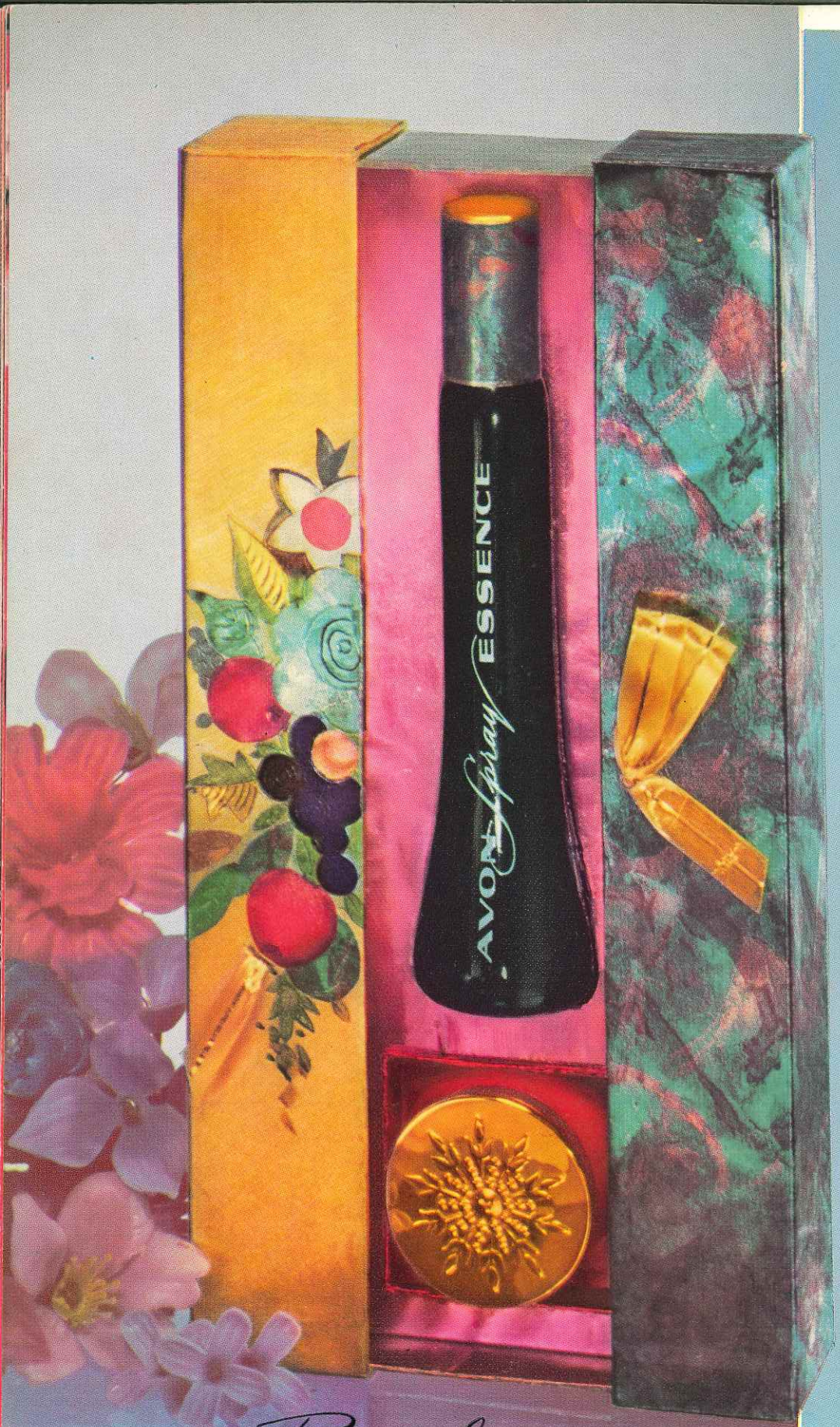


Beguiling

This pretty-as-a-picture package is enchantingly designed to add an exciting note of drama to a big gift moment. Box slides open from center to reveal two ever-adored fragrance gifts.

Beguiling

SPRAY ESSENCE and CREAM SACHET
CHOOSE ANY OF THESE
MATCHING FRAGRANCE PAIRS:

BRIGHT NIGHT
$4.50*

NEARNESS
$4.50*

TO A
WILD ROSE
$4.50*

COTILLION
$4.50*

HERE'S
MY HEART
$5.00*

PERSIAN WOOD
$5.00*

*PLUS TAX

Bright Night and Nearness now come in this beautiful butterfly carton

Regularly $1.50 Each

Ready for Giving

Powder Sachet in New Gift Cartons

Special $1.19 EACH PLUS TAX

AVON Persian Wood POWDER SACHET

AVON Here's my Heart POWDER SACHET

Regularly $1.75 Each

These Sachets are fine Avon Perfumes in silky-soft powder. So fragrant and so delightful to use on the skin or to give a personal touch to letters and gifts.

These five sachets come in this holiday carton

AVON Cotillion SACHET

Regularly $1.50

AVON Topaze POWDER SACHET

Regularly $1.50

Introducing

New TOPAZE SACHET

Special $1.29 PLUS TAX

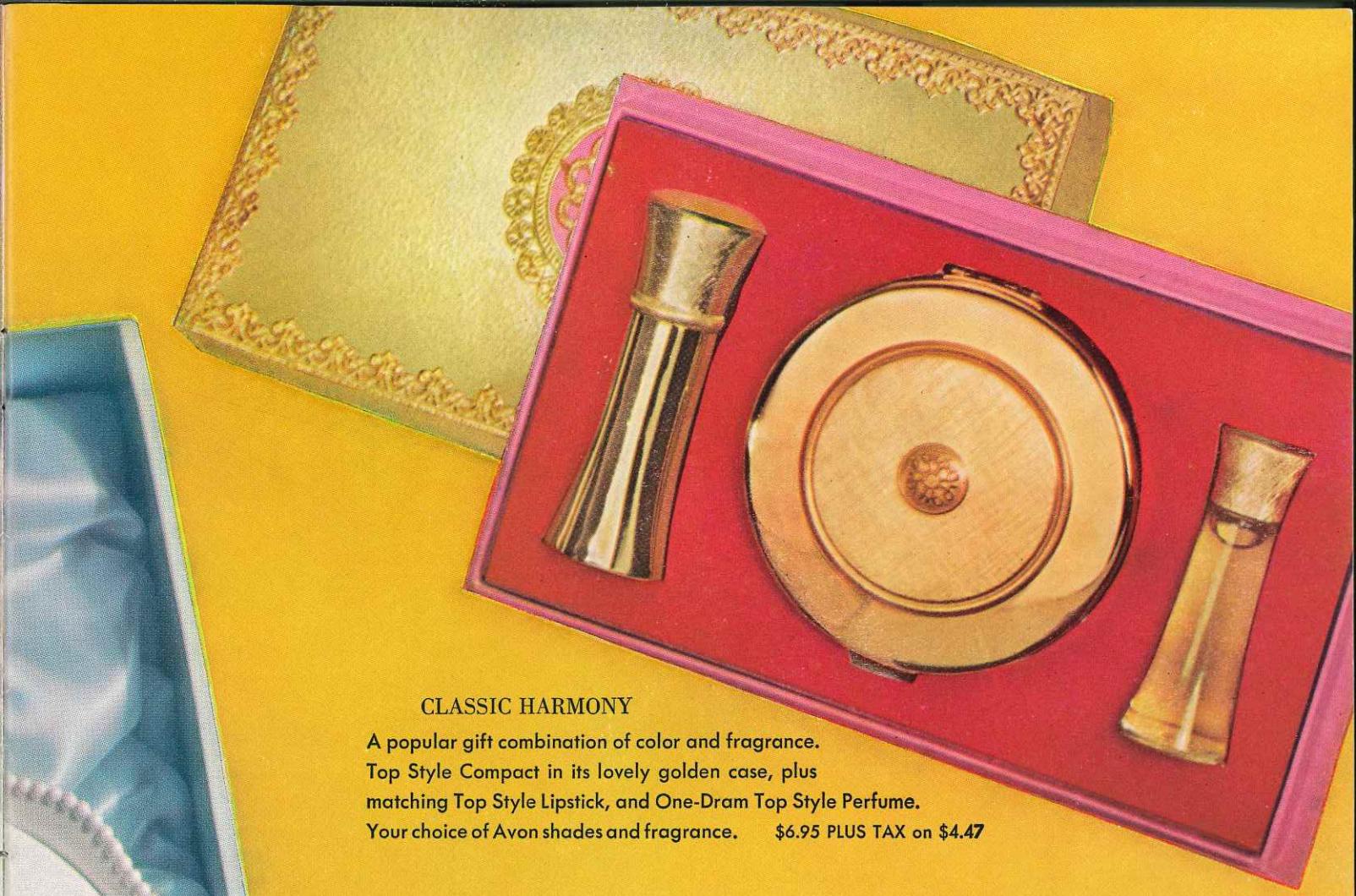
Regularly $2.00

NEW Exquisitely Embossed Medallion Gift Carton

p. 19

ROMANTIC MOOD

Exquisite lace tracery and rich satin lining enhance the romantic message of this fragrant gift. A beautiful trio of favorite Here's My Heart treasures. Cologne Mist, Beauty Dust, Cream Sachet. $8.25 PLUS TAX

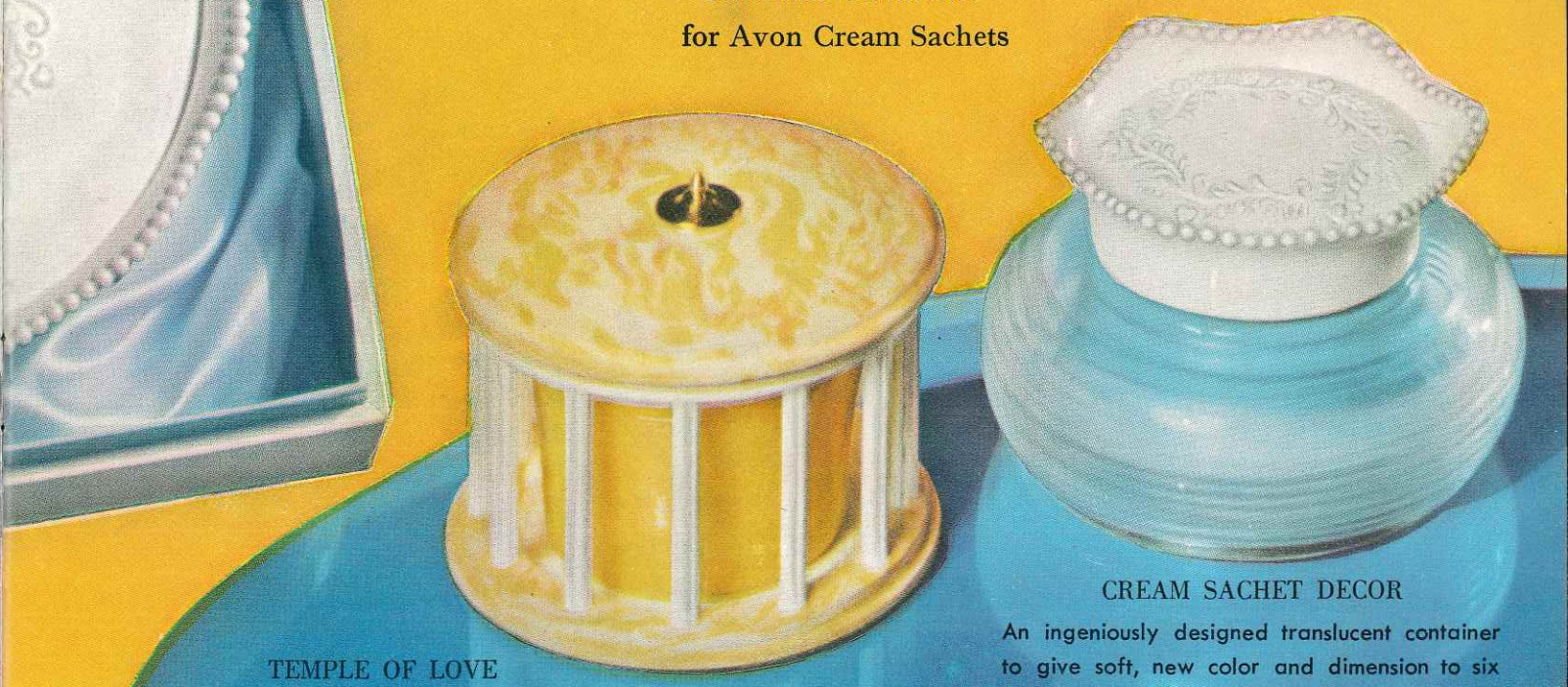


CLASSIC HARMONY

A popular gift combination of color and fragrance.
Top Style Compact in its lovely golden case, plus
matching Top Style Lipstick, and One-Dram Top Style Perfume.
Your choice of Avon shades and fragrance. $6.95 PLUS TAX on $4.47

New GIFT IDEA

Refillable Containers
for Avon Cream Sachets



TEMPLE OF LOVE

The classic beauty of a Grecian temple adds
dressing table charm to Topaze Cream Sachet.
Container only in Gift Carton 75¢ NO TAX

CREAM SACHET DECOR

An ingeniously designed translucent container
to give soft, new color and dimension to six
favorite Avon Cream Sachets. Interchangeable.
Container only in Gift Carton 50¢ NO TAX

Gift of Gifts

. . the finest expression of Avon's lovely fragrances

One-Dram Perfumes

- *self-applicator bottles*
- *perfect purse companions*
- *charming gift carton*

One-Ounce Gift Perfumes

A treasure for her dressing table. Perfume is concentrated fragrance; gives her the most lasting pleasure. One glorious ounce of incomparable Avon perfume sparkles in the crystal-clear depths of this glass-stoppered bottle. Design prevents spilling.

PERSIAN WOOD • HERE'S MY HEART
$17.50* EACH

COTILLION • TO A WILD ROSE
BRIGHT NIGHT • NEARNESS
$15.00* EACH

One-Dram Top Style Perfume

TOPAZE
$2.50*

PERSIAN WOOD • HERE'S MY HEART
$2.25* EACH

TO A WILD ROSE • COTILLION • BRIGHT NIGHT • NEARNESS
$2.00* EACH

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*PLUS TAX

Two-Dram Spray Perfumes

- *measured-spray*
- *jewelry-like containers*

PERSIAN WOOD
$3.25*

TOPAZE
$3.75*

Impressively embossed white gift carton is richly lined with gold.

HERE'S MY HEART
$3.25*

COTILLION
$2.95*

New

New

TO A WILD ROSE
$2.95*

Spray Perfumes: A measured mist of perfume sprays just where you wish. Over 200 sprays in these refillable, jewelry-like containers, so perfect to give or to keep. Each Perfume is a stunning gift package of individual design.

Interchangeable Refills for Spray Perfumes:

TOPAZE $2.75*

HERE'S MY HEART • PERSIAN WOOD $2.00* EACH

COTILLION • TO A WILD ROSE $1.75* EACH

Gift Magic

THREE EXQUISITE GIFTS IN ONE

A Glamorous New Way to Give Avon Colognes
Any Combination of Seven Lovely Fragrances
Beautiful Match-Mate Gift Cartons

Only $2.98 PLUS TAX

Choose any three of these favorites:

TOPAZE • PERSIAN WOOD • HERE'S MY HEART
TO A WILD ROSE • COTILLION
NEARNESS • BRIGHT NIGHT

Original Design Packages

Each of these half-ounce cologne bottles is a sparkling reproduction of the exclusive design created for Avon's Deluxe Gift Perfumes . . . and each comes in a different colored foil gift carton.

Give As One

A TREASURE TROVE OF FRAGRANCES

Choose your own magic combination—fragrances all alike or each one different—this wonderful gift is sure to please.

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Tie Two Together

Two of these Colognes will give double delight as a gift . . . especially when tied together with the magic of your own personal, decorative touch.

Give as Individual Gifts

Given singly or as thoughtful fragrance tuck-ins, these luxurious Avon Colognes make wonderfully winsome gifts. Just add your own distinctive ribbon and tag.

Gorgeous Gift

JOINED BY A GOLDEN BAND

Three half-ounce bottles of Avon fine Cologne joined by a golden band make a veritable treasure trove of fragrances.

SPLASH COLOGNE

She'll just love having her very own Cologne to splash on after her bath, or most any time at all. Gorgeous 2-ounce bow-embossed bottle comes in lovely pink carton. $1.35*

CREAM SACHET

Perfume in a delightfully non-oily cream for a girl to smooth daintily over her wrists, hands, neck. Bow-decorated jar is regular Cream Sachet size. In gift carton. $1.35*

Buttons 'n' Bows

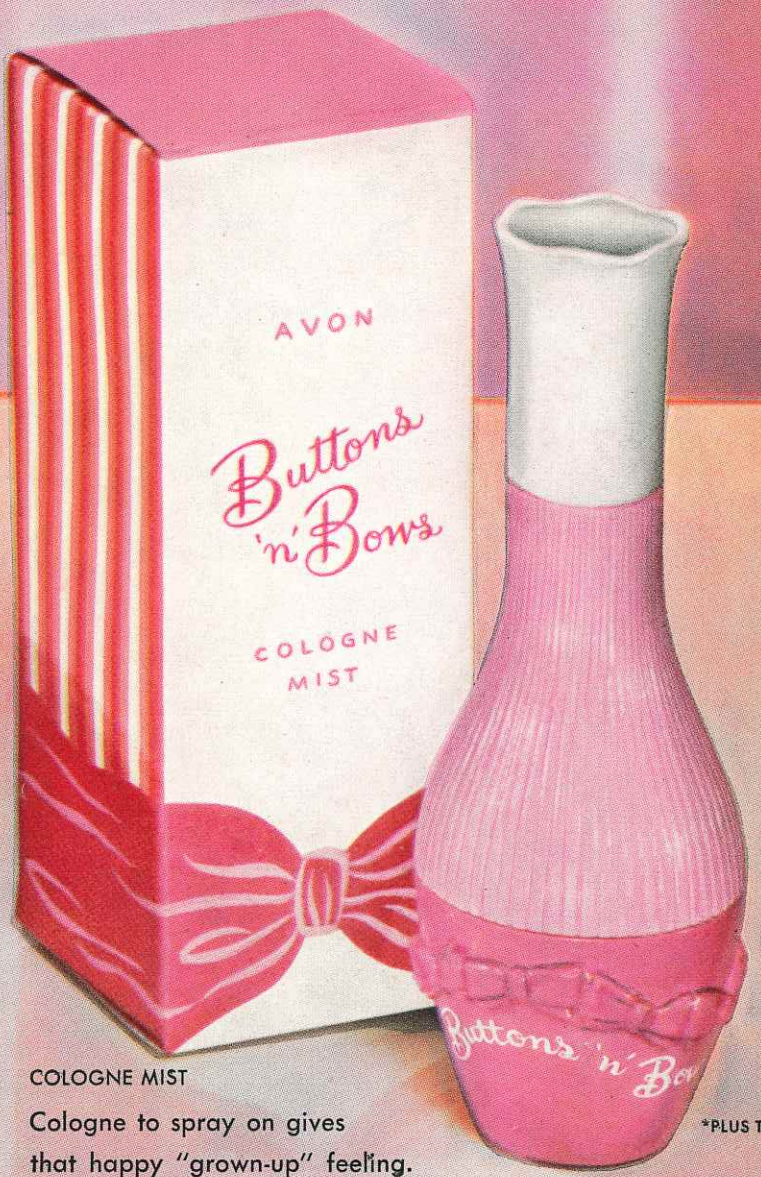
Fragrant and sweet

as girls should be–

NEW, younger-than-springtime fragrance, created by Avon to express the sweet dreams and beautiful excitement of wonderful girlhood years. A lovely floral blend...delicate yet deliciously spirited...ready to be adored by all girls.

BEAUTY DUST

What fun to have this bath-time luxury in its lovely miniature hat box with transparent oval cover. Pretty bow and ribbon are fastened to luscious pink lamb's wool puff. 4 ounces of dusting powder. $2.25*



COLOGNE MIST

Cologne to spray on gives that happy "grown-up" feeling. Two-tone pink plastic bottle, with bows all around, has a metered top that sprays fragrance in small spurts. Pretty gift carton. 2½ ounces $2.25*

*PLUS TAX

Makeup Beauty

FACE POWDER
$1.25*

POWDER-PAK
$1.10*

SEE AVON'S
MAKEUP COLOR CHART
FOR WIDE CHOICE OF
FASHIONABLE SHADES

TOP STYLE LIPSTICK $1.50*

TOP STYLE
COMPACT

The simple elegance of
this golden case is a joy
to the most fastidious woman. Full-size mirror.
COMPLETE $3.50 PLUS TAX ON 95¢
REFILL 89¢*

HIGH STYLE

Just-the-right-size black moire bag,
lined with azure-blue satin. Carries the elegant Top Style Compact
and Top Style Lipstick with space left for other on-the-go essentials.
$5.95 PLUS TAX ON $3.60

GOLDEN RINGS

Two Fashion Lipsticks of new
design prettily paired in a gift
carton with a happy note.
$1.79*

*PLUS TAX

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for Every Woman

Tinted Cream
FRENCH FROSTING $1.25*

Tinted Liquid
FASHION FILM $1.25*

Untinted Liquid
For all-day skin care, wear under foundation
DEW KISS $1.25*

Guaranteed by Good Housekeeping

Fine sable-hair brush
LIP BRUSH $1.50 NO TAX

PEARLESCENT
POWDER-PAK COMPACT ***SPECIAL*** $1.19*
Regularly $1.35
REFILL 89¢*

PARTY FUN
Two fabulous beauty assets so beautifully gift packaged to please her. Top Style Lipstick plus One-Dram Top Style Perfume.

TOPAZE $4.00* HERE'S MY HEART • PERSIAN WOOD $3.75* EACH
COTILLION • TO A WILD ROSE
BRIGHT NIGHT • NEARNESS
$3.50* EACH

GOING STEADY
New Fashion Lipstick and Pearlescent Powder-Pak Compact in satin-lined date-time bag of gray moire that goes with everything. $3.50*

*PLUS TAX

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De Luxe Manicure

For Beautiful Nails

Gleaming all-vinyl case with five protective snap pockets to hold your manicure needs secure. Complete with Silvery Base, Top Coat, Oily Polish Remover, Cuticle Softener, Orangewood Stick and Emery Board, plus any shade of either Pearl or Cream Nail Polish $4.98.*

For Glamorous Eyes

CAKE MASCARA $1.00*
BLACK • BROWN

CREAM MASCARA $1.00*
BLACK • BROWN • BLUE

FASHION LIPSTICK

Special 69¢* EACH

Regularly 98¢

Exquisitely feminine case, 20 fashion-right Avon Shades.

EYE SHADOW STICK $1.00*
TURQUOISE MIST • SILVERY GREEN • SEA MIST
ARIEL BLUE • GENTIAN BLUE • SILVER

EYEBROW PENCIL $1.00*
BLACK • GRAY • DARK BROWN • LIGHT BROWN
REFILL (3 LEADS) 49¢*

CURL 'N' COLOR MASCARA $2.00*
BROWN • GREEN • BLUE GREEN
BLUE • SMOKE GRAY • BLACK
REFILL $1.19*

*PLUS TAX

Choose from Avon's complete range of shades

CREAM NAIL POLISH 69¢*

PEARL NAIL POLISH 85¢*

NAIL BEAUTY 59¢*

CUTICLE SOFTENER 49¢*

SILVERY BASE 75¢*

TOP COAT 59¢*

OILY POLISH REMOVER 49¢*

Manicure Petite

Three manicuring essentials in all-vinyl, easy-to-carry, snap case. Includes Avon's Top Coat, Oily Polish Remover, plus Cream or Pearl Nail Polish in any shade. $2.98*

Rouges

CREAM $1.00* CAKE $1.00* LIQUID $1.00*

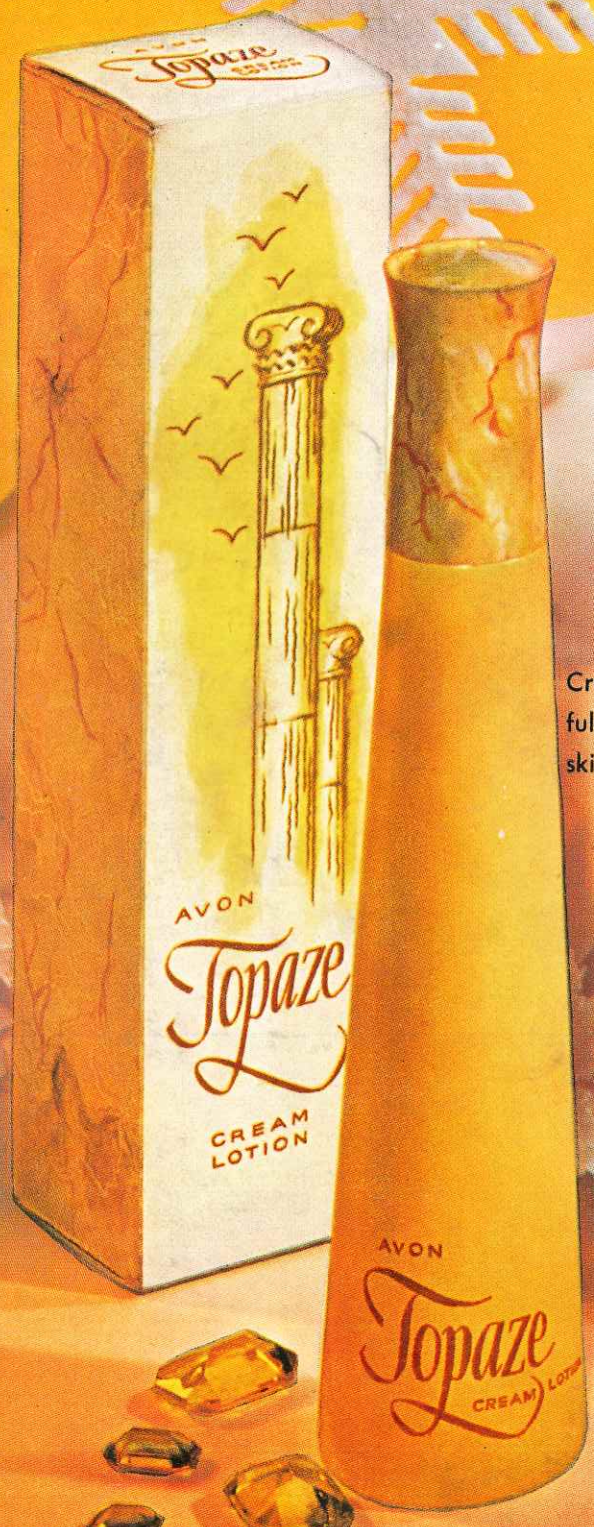
Choice of 5 flattering shades

Making Eyes

Everything a woman needs to glamorize her eyes, plus helpful folder on how to use these three products for new eye beauty: Curl 'n' COLOR Mascara, Eyebrow Pencil, and Eye Shadow Stick. Choose from Avon's complete range of shades. $3.95*

Cream Lotions

a lovely way to give lasting pleasure
divinely fragrant . . . creamy rich



Cream Lotions keep skin satin-smooth. Delightful for all-over-the-body use . . . truly superb skin softeners. Each in its own distinctive carton.

COTILLION
TO A WILD ROSE

Special 99c* EACH
Regularly $1.10

HERE'S MY HEART

Special $1.10*
Regularly $1.25

LOTION SACHET

Lotion Sachet is perfume in rich creamy lotion. Leaves lovely lingering fragrance. Convenient applicator cap.

TOPAZE CREAM LOTION

Special $1.29*
Regularly $1.50 *PLUS TAX

HERE'S MY HEART · PERSIAN WOOD

Special $1.49* EACH
Regularly $2.00

D 30

Modern Simplicity

An exquisite gift of matching fragrance.

Includes a bath cake of fine French-milled Soap,

4 ounces of Bath Oil and 3 ounces of Beauty Dust.

Unique plastic bottles add bath-time safety.

Available in 3 Avon Fragrances.

Cotillion

To a Wild Rose

Here's My Heart

$3.98 EACH

PLUS TAX ON $3.53

READY TO GIVE

Each of these Perfumed Talcs will be beautifully packaged for you in this attractive flower-touched gift carton at no additional cost to you.

An ideal gift

for so many of the wonderful

Avon Perfumed Talcs are made of purest-quality talcums, carefully screened to make them exquisitely light and smooth, so delightful to use.

PERFUMED TALCS
So feathery soft
So generously perfumed
So lovely for Holiday Giving
MIX THEM · MATCH THEM
Perfumed Talc
AVON
NEARNESS
PERFUMI
Tie Two Together
for extra delight
Guaranteed by Good Housekeeping
AVON
Cotillion
PERFUMED TALC
NEARNESS
69¢*
COTILLION
69¢*
*PLUS TAX
people you want to remember
A perfect remembrance for Teachers, Shut-ins, Nurses, Baby Sitters, Neighbors, and all the many others you like to remember with a nice but budget-wise gift at Holiday Time.

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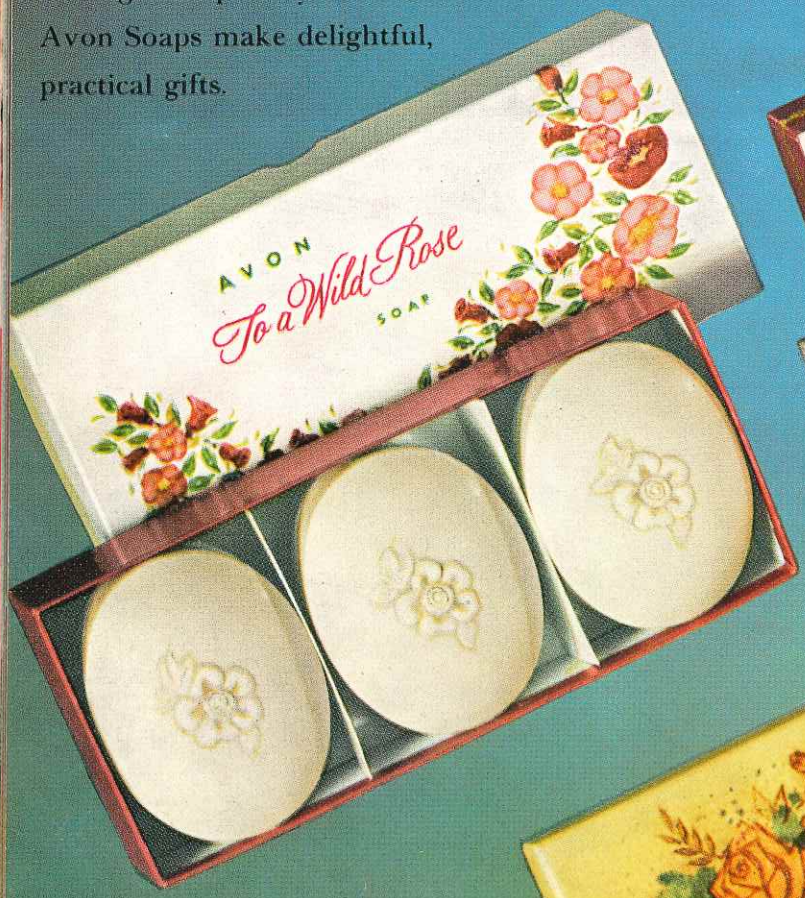
Packaged so prettily...
Avon Soaps make delightful,
practical gifts.



TO A WILD ROSE
$1.98
3 large bath-size cakes

COTILLION
$1.19
3 pretty pink cakes

HERE'S MY HEART
$1.29
sweetest of all gift soaps

HOSTESS BOUQUET
$1.39
4 guest-size cakes in bouquet scent

Perfumed Soaps

so lovely to give...

French-milled . . . long-lasting
. . . exquisitely molded
. . . deeply fragrant

ROYAL JASMINE
$1.79
3 large bath-size cakes

FACIAL SOAP
85¢
2 generous-size cakes

LEMONOL
$1.19
3 extra-fragrant cakes

ROYAL PINE
$1.49
3 man-size bath cakes

Avon Soaps are noted for the way they last. French-milling is the secret . . . it removes excess moisture; makes fine, firm cakes.

Guaranteed by Good Housekeeping

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Perfumed Bath

Favorite Avon Fragrances
For Thoughtful Gift-Giving

COTILLION
TO A WILD ROSE
8 OUNCES
Special $2.29* EACH
Regularly $2.50

Guaranteed by Good Housekeeping

New

HERE'S MY HEART
PERSIAN WOOD
6 OUNCES
Special $1.98* EACH
Regularly $2.25

*PLUS TAX

Oils

ROYAL PINE
ROSE GERANIUM
FLORAL
ROYAL JASMINE

8 OUNCES

Special $1.89* EACH

Regularly $2.00

NEW GIFT CARTONS
with rare charm of design
make Avon Bath Oils extra
attractive for giving.

BUBBLE BATH

Delightfully scented, enjoyable, relaxing.
Unbreakable plastic bottle in gay gift carton. 8 ounces.

Special $1.49* Regularly $1.69 *PLUS TAX

p 37

TOYS AND JOYS FROM AVON

WHITEY THE HAPPY WHALE

Special

$1.59*

Regularly $1.79

Ever-smiling, unbreakable bathtub pet, filled with Bubble Bath. Twist off his tail and out it will pour . . . a little makes bubbles galore! 8 ounces.

CLEAN AS A WHISTLE

This soldier's tall hat is a real whistle with belt chain. Unbreakable plastic toy-soldier holds 8 ounces of fun-in-the-tub Bubble Bath. Gay "sentry box" carton. $1.79

Special $1.59*

*PLUS TAX

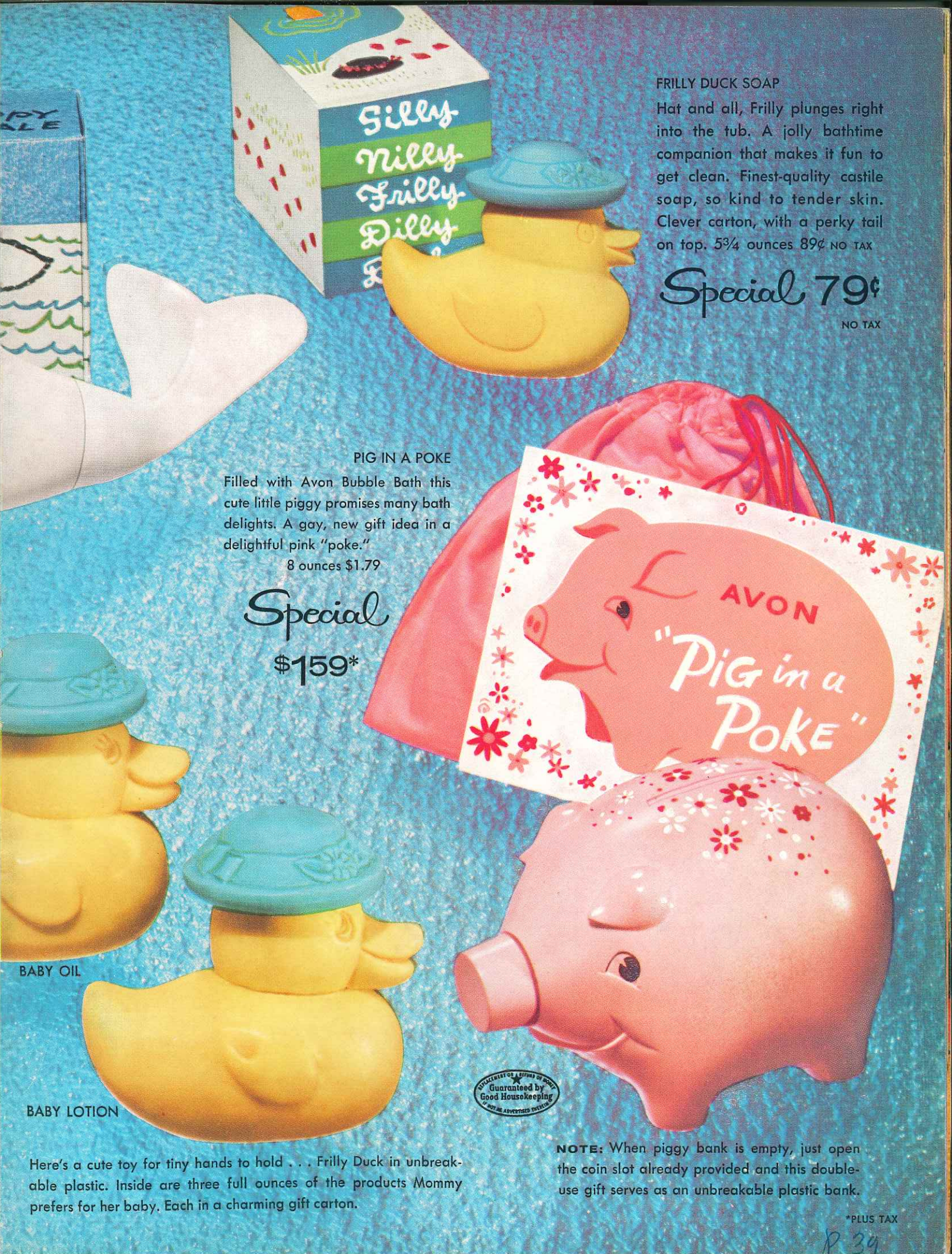
BABY-SAFE PLASTIC

HAPPY GIFTS FOR BABY

TOT 'N' TYKE SHAMPOO

FRILLY DUCK Special 89¢ EACH NO TAX

Regularly 98¢



FRILLY DUCK SOAP

Hat and all, Frilly plunges right into the tub. A jolly bathtime companion that makes it fun to get clean. Finest-quality castile soap, so kind to tender skin. Clever carton, with a perky tail on top. 5¾ ounces 89¢ NO TAX

Special 79¢

NO TAX

PIG IN A POKE

Filled with Avon Bubble Bath this cute little piggy promises many bath delights. A gay, new gift idea in a delightful pink "poke."

8 ounces $1.79

Special

$1.59*

BABY OIL

BABY LOTION

Guaranteed by Good Housekeeping

Here's a cute toy for tiny hands to hold . . . Frilly Duck in unbreakable plastic. Inside are three full ounces of the products Mommy prefers for her baby. Each in a charming gift carton.

NOTE: When piggy bank is empty, just open the coin slot already provided and this double-use gift serves as an unbreakable plastic bank.

*PLUS TAX

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DAISY
HAND CREAM
Her very own hand cream
in Daisy Fragrance
49¢*

DAISY CREAM LOTION
Regularly $1.19
Special 99¢*

Her own matching Nail
Polish and Lipstick Set, prettily
packaged in a Daisy Gift Carton
Choice of:
FIRST WALTZ SET (pale pink)
DAISY PINK SET (colorless)
$1.25* EACH

NAIL POLISH
for little fingers
FIRST WALTZ (pale pink)
DAISY PINK (colorless)
69¢* EACH

LIPSTICK
for little girls
FIRST WALTZ (pale pink)
DAISY POMADE (colorless)
69¢* EACH

*PLUS TAX

DAISY SHAMPOO
Special
99c NO TAX
Regularly $1.19

DAISY DUST
Special 99c*
Regularly $1.19

GAY DAISIES
Two Daisy favorites side by side in a blithe and gay carton to bring double delight to small girls and big sisters. Contains wonderful Daisy Shower Soap on a cord, plus your choice of: Bubble Bath, Daisy Dust, Daisy Cream Lotion or Daisy Shampoo. $2.35*

PLUS TAX ON $1.18
(With Daisy Shampoo — NO TAX)

DAISY BUBBLE BATH
in its own individual gift carton
Regularly $1.19
Special 99c*

PLUS TAX

DAISY BOUQUET
$3.50*

Three favorite Daisy Products all in a row in a happily decorated "peek-a-boo" sliding gift carton to surprise her.

DAISY CREAM SACHET

A new Cream Sachet in ever-lovely Daisy scent. Made doubly delightful in a petite gift box all its own.

Regularly $1.19

Special 99¢*

DAISY SHAMPOO

There's light bubbly lather in this new gentle shampoo. And it's safe for her to use herself. Nothing to irritate tender skin or eyes. Nothing to break with this safety-first plastic bottle.

Regularly $1.19

Special 99¢ NO TAX

*PLUS TAX

SPRAY COLOGNE

Just like Mommy's. A measured mist of cologne at the touch of a fingertip.

Regularly $1.59

Special $1.49*

DAISY SOAP

Gay bathtime capers with this new Daisy Soap on a cord. A real treat! Nestled in a bed of "green grass" in its own saucy gift box. $1.19

Special 99¢ NO TAX

Daisies Won't Tell

A gay young fragrance
that blends the delightful freshness
of the white flowers of springtime
into a scent that is both
delicate and long-lasting.

DAISY FLUFF-ON

A double puff of the fluffiest lamb's wool ever, tied with a daisy bow. A delightful way to apply her own richly scented Beauty Dust. Plastic cover holds puff. $1.98*

Bowling Pins

Choose one...
choose two...
choose three or more.
Win a perfect gift score!

Each unbreakable plastic Bowling Pin holds 4 ounces and comes in this colorful carton. Tie two or more together and the design repeats... with ten-pins all lined up ready for a good-grooming game.

Special 99c EACH PLUS TAX

REGULARLY $1.19 EACH

AVON BOWLING PINS contain these 10 popular good-grooming products:

- 'VIGORATE
- MEN'S LIQUID DEODORANT
- HAND GUARD (HAND LOTION)
- HAIR TRAINER
- AFTER SHAVING LOTION
- AFTER SHOWER FOR MEN
- ELECTRIC PRE-SHAVE LOTION (NO TAX)
- LIQUID HAIR LOTION
- SHAMPOO (NO TAX)
- CREAM HAIR LOTION

. . . right down his alley

These sports-minded gifts for boys and men score high as "collectors' items" . . . so a spare or two will strike him just right.

BOWL 'EM OVER

Give him this bowling ball, too, so he can really bowl 'em over! Shower soap on a cord looks like a real bowling ball, even to the finger holes. Carton is shaped like a bowling-ball bag. 6.4 ounces.

Special 99c NO TAX

REGULARLY $1.19

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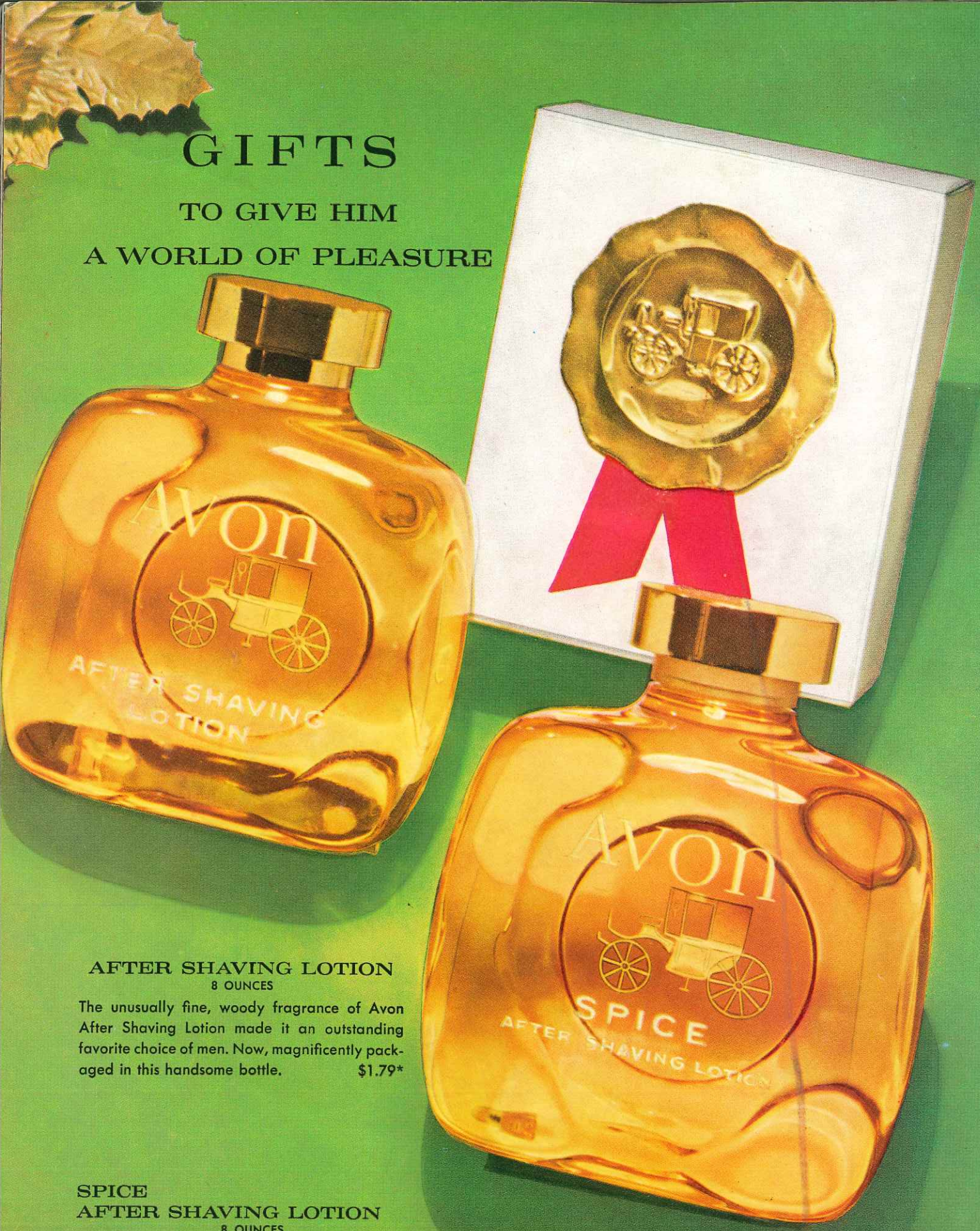
GIFTS

TO GIVE HIM
A WORLD OF PLEASURE



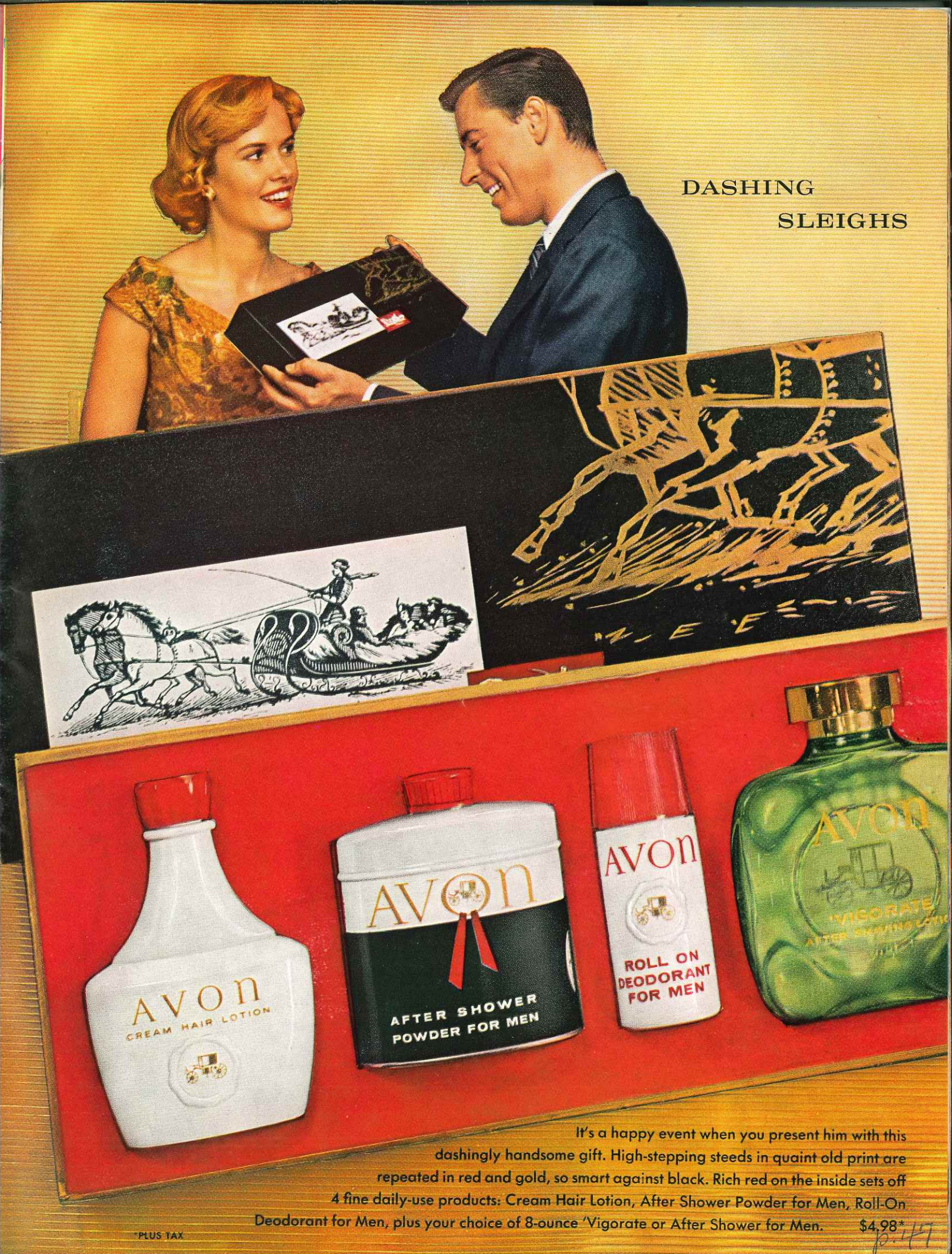
AFTER SHAVING LOTION
8 OUNCES

The unusually fine, woody fragrance of Avon After Shaving Lotion made it an outstanding favorite choice of men. Now, magnificently packaged in this handsome bottle. $1.79*

SPICE
AFTER SHAVING LOTION
8 OUNCES

Popular with men everywhere is the pungent fragrance of Spice. Now it has been given new expression in a gift he will love. $1.98*

*PLUS TAX



It's a happy event when you present him with this dashingly handsome gift. High-stepping steeds in quaint old print are repeated in red and gold, so smart against black. Rich red on the inside sets off 4 fine daily-use products: Cream Hair Lotion, After Shower Powder for Men, Roll-On Deodorant for Men, plus your choice of 8-ounce 'Vigorate or After Shower for Men. $4.98*

*PLUS TAX

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FIRST PRIZE a gift to

Three Avon good-grooming products, each one in an individual gift carton with a golden seal of your approval . . . all in a handsome "pin seal" trio gift package.

Select his favorite combination

MIX THEM
MATCH THEM

Choose any three of these products for only $2.50 PLUS TAX

AFTER SHOWER FOR MEN • 'VIGORATE • AFTER SHAVING LOTION
CREAM HAIR LOTION • DEODORANT FOR MEN • LIQUID HAIR LOTION
ELECTRIC PRE-SHAVE LOTION • AFTER SHAVE FOR DRY OR SENSITIVE SKIN

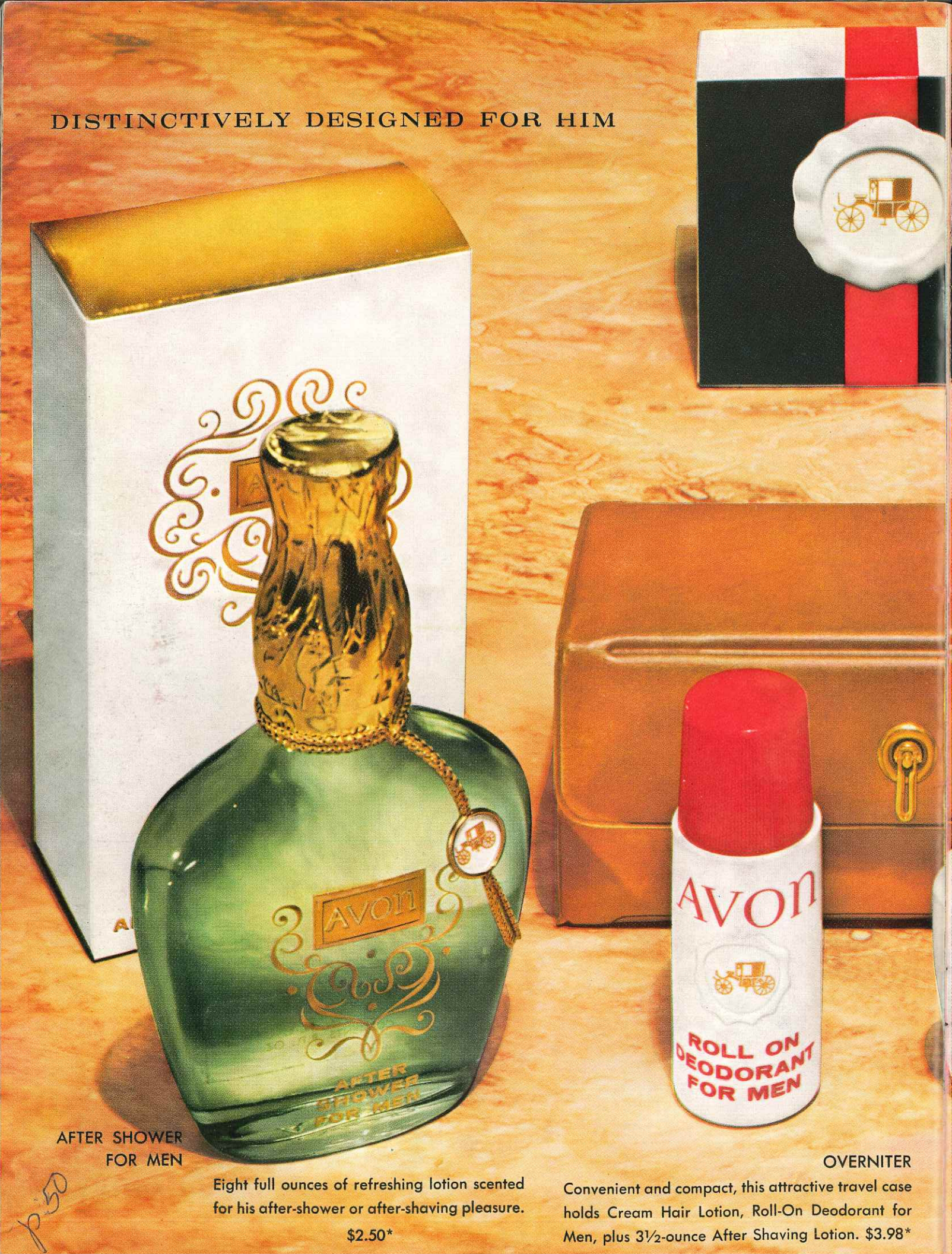
win "his" heart

Put 3 in 1 as a grand surprise for "him"

Separate into 3 individual tuck-in gifts or stocking stuffers

EACH BOTTLE CONTAINS
2 OUNCES.

DISTINCTIVELY DESIGNED FOR HIM



AFTER SHOWER FOR MEN

Eight full ounces of refreshing lotion scented for his after-shower or after-shaving pleasure.

$2.50*

OVERNITER

Convenient and compact, this attractive travel case holds Cream Hair Lotion, Roll-On Deodorant for Men, plus 3½-ounce After Shaving Lotion. $3.98*

SHOWER SOAP GIFT

Strikes a happy and thrifty gift note. Encourages singing in the shower because the cord keeps the fine French-milled soap from slipping away. Gift-ready in its important-looking carton.

$1.35 NO TAX

'VIGORATE After Shaving Lotion

Glorious way to "giftify" a very special man . . . and mystify him until he discovers what's inside this striking package. Handsome bottle contains 8 full ounces of highest-quality lotion . . . grand after shaving or as a body massage.

$2.50*

ALL OVERNITER CONTAINERS ARE UNBREAKABLE PLASTIC

*PLUS TAX

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TRAVEL DELUXE

Glove-leather case, moistureproof lining. Contains After Shaving Lotion, Roll-On Deodorant, plus choice of Hair Lotion (Cream, Liquid, or Attention), and a shaving cream (Kwick, Brushless, Lather or Electric Pre-Shave Lotion).

$9.95 PLUS TAX ON $9.28

LAMPLIGHTER

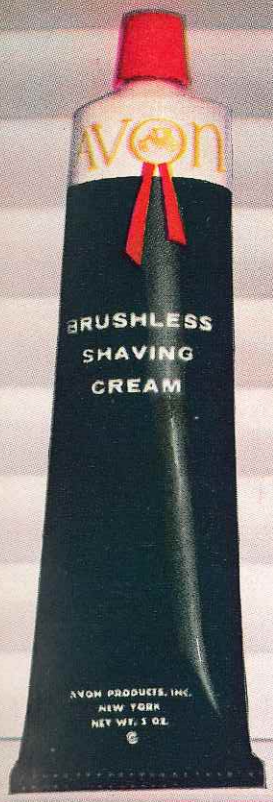
Repeated by popular acclaim. All Plastic. Three favorite grooming aids for travel or for home. 1½-oz. Spray Deodorant for Men, 2-oz. After Shaving Lotion, 2-oz. After Shower.

$2.50 PLUS TAX

CAROLLERS

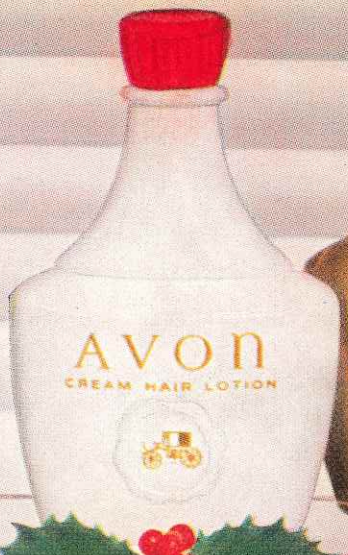
He'll join the chorus and sing his appreciation of this happy trio of daily-need items. After Shower, Stick Deodorant and After Shower Powder for Men. $3.10 PLUS TAX

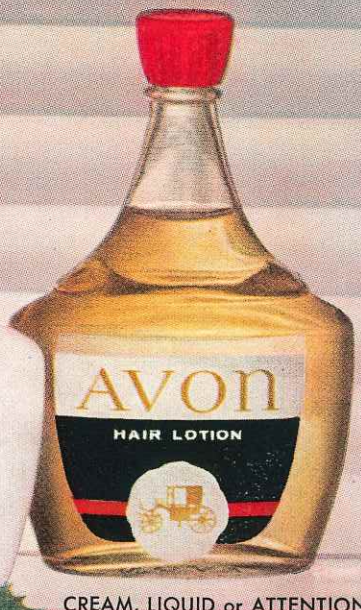
SPECIAL SAVINGS FOR THE MEN



BRUSHLESS or LATHER, 5 oz.
89¢ EACH, NO TAX

89¢ NO TAX 6 oz.





CREAM, LIQUID or ATTENTION
SPECIAL 79¢* EACH REGULARLY 89¢ EACH 4 oz.

REGULARLY 89¢ 3.1 oz.
SPECIAL 79¢*

REGULARLY 89¢ 2 oz.
SPECIAL 79¢*

Highest quality products

Handsome packages

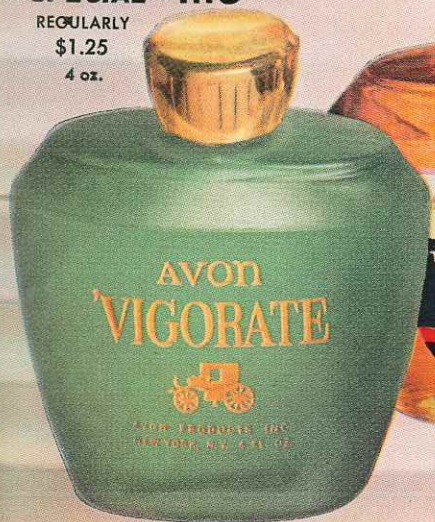
All guaranteed to please

Guaranteed by Good Housekeeping

89¢* 1¾ oz.

REGULARLY $1.00 2½ oz.
SPECIAL 89¢*

SPECIAL $1.19*
REGULARLY $1.25
4 oz.



SPECIAL 79¢*
REGULARLY 89¢ 4 oz.

SPECIAL 79¢* NO TAX
REGULARLY 89¢ 4 oz.

SPECIAL $1.19*
REGULARLY $1.25
4 oz.

*PLUS TAX

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THE BEST OF HAND CARE

. . . now in gay gift cartons

Two or more of these Holiday Cartons make a doubly nice... extra-thrifty remembrance.

MOISTURIZED HAND CREAM

Contains a special moisturizing ingredient combined with lanolin for extra softening and smoothing action. Giant-size tube 89¢

AVON HAND CREAM

Preferred by millions. Non-sticky, scented, and lanolin-rich to keep hands smooth, petal-soft. Generous tube 69¢

Special MOISTURIZED HAND CREAM 79¢*

Special HAND CREAM 59¢*

SILICONE FORMULA

Contains softening and soothing oils plus silicones to protect against harsh detergents, dust, grime. 98¢

WHITE PEARL HAND LOTION

Superpenetrating, non-sticky lotion contains moisturizers and lanolin oil. Unbreakable plastic bottle. 6 ounces 98¢

Guaranteed by Good Housekeeping

Special SILICONE FORMULA 89¢*

Special HAND LOTION 89¢*

*PLUS TAX

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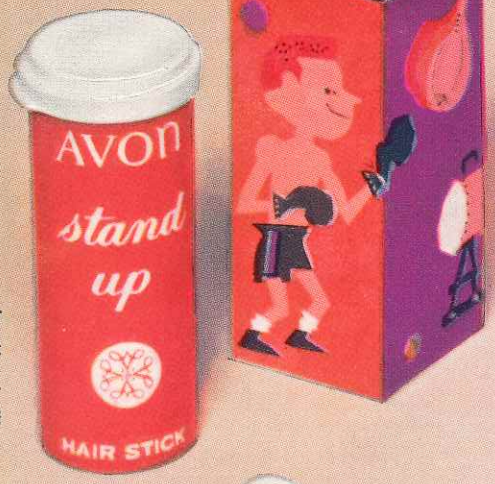
GIFTS
for boys

AVON



STAND UP

Stick-form hair groom to perk up any crew-cut.
1½ OZ. 79¢

Special 69¢*

HAIR TRAINER

Non-greasy, smooth liquid that knocks unruliness right out of hair.

Special 79¢*

Regularly 89¢ 4 OZ.

SAFETY-FIRST
PLASTIC PACKAGES

A WINNER

Sure to win his favor.

Boxing-glove bottles of Hair Guard and Hand Guard to help him in his daily bout with unruly hair and rough, chapped skin. $1.98*

*PLUS TAX

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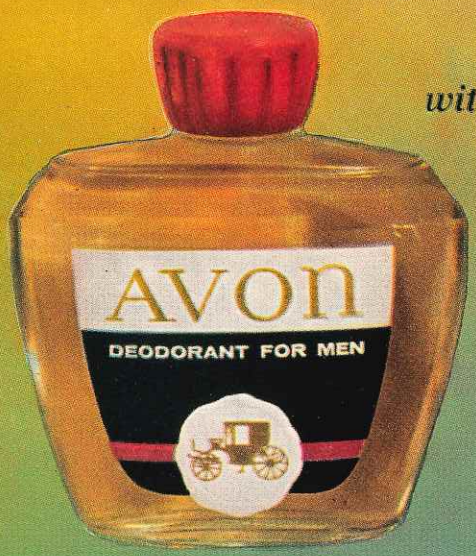
Enjoy Positive Protection

with **AVON DEODORANTS**



DEODORANT FOR MEN

Special 59c*

Regularly 69¢

Splash-on liquid quick drying
effective deodorizer
2 ounces

PERFUMED DEODORANT

Splash-on liquid
effective deodorizer
pleasant scent
2 ounces

69c*

FLOW-ON DEODORANT

ball-type applicator
Deodorizer and anti-perspirant
all-plastic container
1¾ ounces

89c*

Guaranteed by Good Housekeeping

Avon has a Deodorant to suit the personal needs and preferences of every member of your family. Each one carries the Good Housekeeping Seal, and is backed by Avon's Unconditional Money-Back Guarantee.

CREAM DEODORANT

greatest possible protection
Deodorizer and anti-perspirant
convenient plastic tube
1¾ ounces

79c*

Keep that

AFTER BATH FRESHNESS

For hours

79c*

STICK DEODORANT Deodorizer and anti-perspirant 1.8 ounces

*PLUS TAX

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Delightful, Practical Gifts

SPRAY SACHETS
in two lovely fragrances
LAVENDER
and
ROSIEST
$1.50* EACH

NEW Gift Carton

Spray Sachet is the perfect way to scent dresser drawers, walls and closet shelves with a pleasant, lingering fragrance of favorite lavender or roses in full bloom.

KLEEN-AIR

refreshes rooms in seconds

Quickly sprays odors away

Brings out-doors freshness in-doors

$1.89 EACH NO TAX
generous 12-ounce
decorator containers

choice of 4 scents
MINT • CITRUS
BOUQUET • MEADOW-FRESH

ORAL HYGIENE
by Avon

These products, so important to health and good grooming, are made in Avon's own laboratories. Avon's expert staff of chemists have developed and perfected exclusive formulas, incorporating ingredients that include the very latest scientific discoveries in this field.

ANTISEPTIC MOUTHWASH AND GARGLE
7 OUNCES 69¢ NO TAX

SMOOTH-FLO TOOTH PASTE
5½ OUNCES 89¢ NO TAX

SMOKER'S TOOTH PASTE
5 OUNCES 69¢ NO TAX

DENTAL CREAM
5 OUNCES 69¢ NO TAX

AQUA-DENT
7 OUNCES 79¢ NO TAX

TOOTH BRUSHES
with quick-drying, long-wearing Nylon bristles
Firm or Soft 50¢ EACH NO TAX

Family Needs

6 OUNCES $1.25 NO TAX

3 OUNCES 69¢ PLUS TAX

Large cake 49¢ NO TAX

For Lovely, Well-Groomed

$1.00 PLUS TAX

$1.00 PLUS TAX

AVONnet · Fine
$1.25 PLUS TAX

Guaranteed by Good Housekeeping

ANTISEPTIC CREAM
69¢ PLUS TAX

ANTISEPTIC POWDER
69¢ PLUS TAX

HABIT DEODORANT
- Controls underarm moisture
- Gives lasting, effective protection
- Applies directly underarm

89¢ PLUS TAX
LIGHT • MEDIUM • DARK

Generous Cake 49¢ NO TAX

39¢ NO TAX

$1.00 PLUS TAX

Hair

AVONnet
Regular
$1.25 PLUS TAX

$1.19 NO TAX

HI-LIGHT SHAMPOOS
$1.19 EACH NO TAX

CREME SHAMPOO 69¢ NO TAX

MOISTURIZED

ASTRINGENT
(for oily skin)
4 ounces $1.00*

STRAWBERRY COOLER
(Facial Mask)
3¾ ounces $1.50*

SKIN FRESHENER
(mild, for any skin)
4 ounces $1.00*

RICH MOISTURE SUDS
6 ounces $1.50*

DEEP CLEAN
6 ounces $1.39*

Give your skin
Moisturized Avon Care
to keep it looking young
and lovely

VITA-MOIST
Special enriched cream for complete skin moisturizing, softening and protection. Contains Vitamins A and D. Superlative for dry skin. 2 ounces $3.00*

RICH
MOISTURE CREAM
A light-textured, non-greasy night cream. A favorite with women who have normal, combination, or slightly dry skin. 3½ ounces $2.50*

EYE CREAM
$1.75*

AVON Guarantee

SKIN CARE

HORMONE LOTION
6 ounces $2.00*

HORMONE CREAM
1¾ ounces
$2.00*

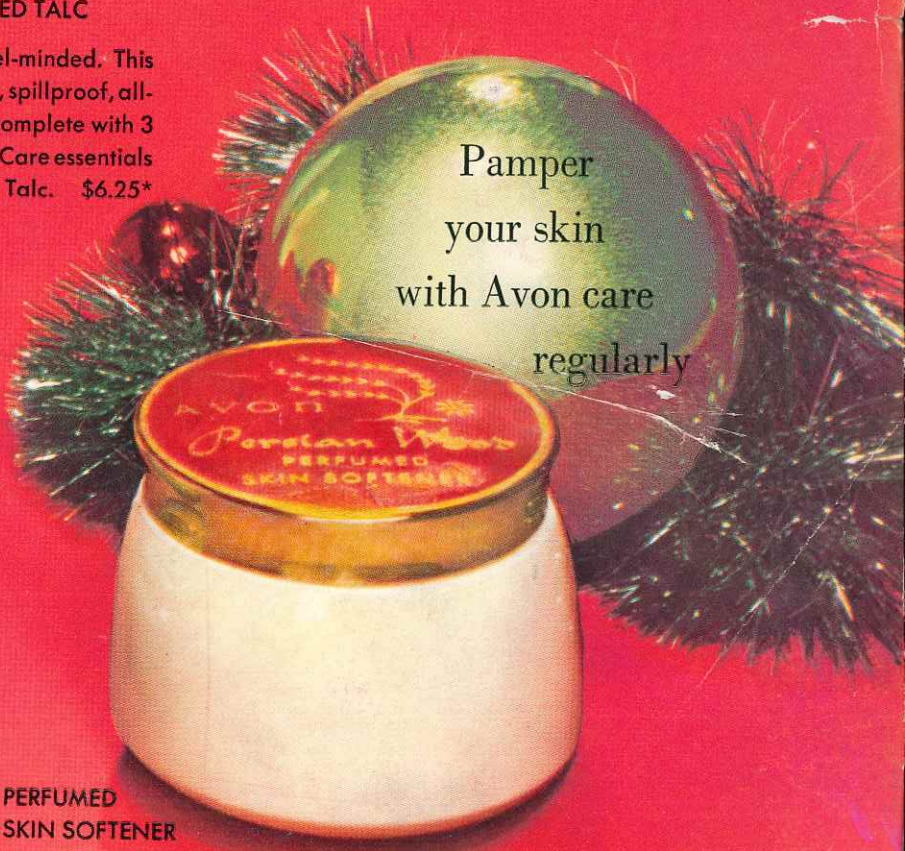
ON THE WING
Contains these 4 products:
2 oz. SKIN FRESHENER
2 oz. DEEP CLEAN
Choice of 1½ oz. VITA-MOIST or
RICH MOISTURE CREAM
Choice of PERFUMED TALC

Grand gift for the travel-minded. This spacious, zippered inside, spillproof, all-plastic container comes complete with 3 refillable travel-size Skin Care essentials plus a full-size Perfumed Talc. $6.25*

Pamper
your skin
with Avon care
regularly

FLUFFY CLEANSING CREAM
3½ ounces $1.00*

RICH MOISTURE CREAM
2 ounces $1.50*



PERFUMED SKIN SOFTENER
Delightfully effective way to soften, smooth and moisturize elbows, heels, legs, other dry-skin areas. Delicate Persian Wood scent. 5 ounces $3.00*

Guaranteed by Good Housekeeping

*PLUS TAX

FREE Glamorous Gift Wrapping

Just slip around Beauty Dust Cartons

This striking red foil wrap comes FREE with all fragrances except Here's My Heart and Topaze

One wrap comes FREE with each Beauty Dust you order now.

Please return this Avon Catalog to:

Your Friendly Avon Representative

Special prices shown in this Catalog expire on_____

AVON PRODUCTS, INC. C18-60C